



## For Immediate Release

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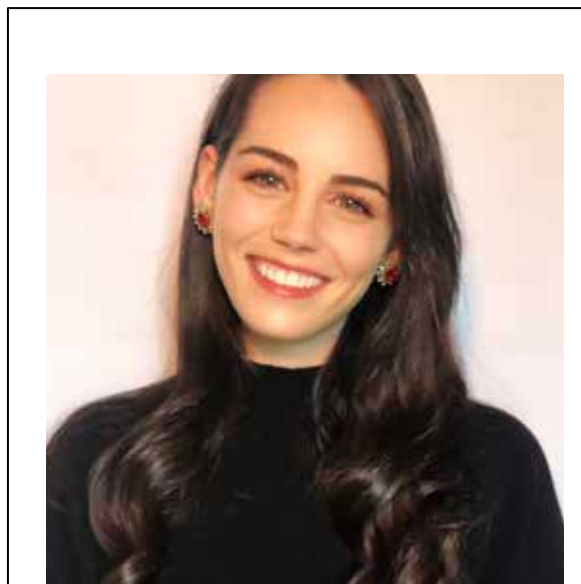
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### **Bienenstock Furniture Library Announces 2019 Design Competition Winners** *More than \$450,000 have been awarded since the inception of the scholarships*



**John Lalevee**

Appalachian State University  
**First Place Award for Furniture Design**



**Britnie Cowling**

Design Institute of San Diego  
**First Place Award for Interior Design**

**High Point, NC** — (March 8, 2019) Last week the Bernice Bienenstock Furniture Library Board of Directors announced the winners of two design competitions, awarding \$5,000 scholarships to distinguished scholars to continue their studies in Interior Design and Furniture Design.

In addition to \$5,000 awards, recipients were given memberships in the ISFD and ASID professional associations. Their schools will receive an additional \$1,000 to fund academic programs. The Bienenstock scholarships are open to any junior, senior or graduate student enrolled in an accredited college design program. The Library has awarded more than \$450,000 in scholarship money to date. Winning entries can be viewed on the Library's website at [www.furniturelibrary.com](http://www.furniturelibrary.com).

The American Society of Interior Designers (ASID) and the International Society of Furniture Designers (ISFD) are official sponsors of the competition providing creative project ideas and assisting in the judging process. The library hosts this annual competition and funds the scholarships. This is an annual competition and a new contest will be announced in May of 2019.

## FURNITURE DESIGN COMPETITION

Entrants were asked to design an aesthetically pleasing chair of original design from any material or combination of materials. Instructions were “to create an offering that could be marketed to the residential and/or contract trade. The chair is to be visually stunning, appropriate for manufacturing, fiscally feasible, and suitable within the constraints of mass production.”



There were 32 entries from 7 different colleges. Colleges represented included: Weber State, Kendall, SCAD, Appalachian State University, University of Central Oklahoma, University of Idaho, and the University of Houston.

The distinguished panel of judges for Furniture Design were: Dudley Moore, Jr. Otto & Moore; Scott Coley, D Scott Coley Designs; Royale Wiggin, Thayer Coggin; Danny Davis, Davis Furniture; Richard Frinier, Richard Frinier Design

Studio; and Charles Sutton, Charles Sutton Design.

Speaking of John Lalevee's winning design, Dudley Moore, representing the ASFD and Chairman of the High Point Market Authority noted, the “connectors have a modern industrial feel.” Judge Scott Coley remarked, the design is a “Unique twist on mid-century modern ”. Judge Royale Wiggin commented, “it has an urban vibe to it.”

Lalevee named his piece Cromulent. The etymology of the word comes from a humorous, neologism coined by Lisa Simpson in a 1996 television episode of The Simpsons and has since become part of contemporary lexicon. It was originally used to describe a dubious or made up word, term, or phrase that is entirely plausible because it makes logical sense within existing language conventions. An internet search reveals it has come to mean acceptable or normal; excellent, realistic, legitimate or authentic.



According to Lalevee, “Cromulent was designed to advance the mid-century modern ideal of using materials for what they are good for; truth to materials. Wood is strong linearly, but joinery exposes the natural limits of wood and its directional grain. Aluminum is strong in every direction but weighs significantly more than wood. Cromulent uses wood for straight sections and aluminum for angled

joinery, utilizing each material where it can serve the structure best. All of the complexity of the chair is in the brackets, cut by a CNC mill, allowing the wood pieces to be formed using conventional woodworking tools. Simplicity was at the root of this project, and simplicity I feel is the root of good design.”



He added, “My inspiration came from Scandinavian mid-century modern chairs. Their apparent simplicity is what I felt made those chairs interesting. A large part of the assignment was to make a chair that could be mass produced. *Cromulent* uses its own system of standardized parts and can be broken down. You can see how it's built but it's not the main focus of the piece.”

Cameron Van Dyke, Assistant Professor of Furniture Design in the Applied Design Department of Appalachian State University noted,

“John is an exceptionally creative and focused designer. His ambition and highly technical methods were combined in this chair design – resulting in an end product that is very comfortable, simple to produce, and visually appealing. I am very excited to see how his unique approach to furniture design will change the industry.”

The second-place winner was Dymon Johnson, from University of Houston. He receives a \$1,500 scholarship to be applied to continuing education.

## INTERIOR DESIGN COMPETITION

Entrants were given the following *real world* assignment:

Prime real estate located at the base of a mountain and surrounded by park like settings, water features, and abundant wild life has been chosen for the location of a holistic day spa specializing in therapeutic treatment for multiple sclerosis patients. The spa is owned and managed by the doctor and physical therapist team of Pat and Chris Helf. Pat and Chris live in 1,000 square feet of the approximately 4,600 square feet of the building. Having had a family member with multiple sclerosis, Pat is very passionate about this new project. It is very important to reduce the stress and outside pressures and to provide a tranquil holistic environment for the patients. It is your job to design this facility (day spa and the residence for the doctor and physical therapist) keeping in mind the importance of nature and its healing environment. The clients also request that sustainable and environmentally friendly FF&E be predominately specified throughout. Designing a name and logo for the Spa was also part of this project.

The competition received 30 entries from 10 colleges including: Virginia Tech, University of Idaho, Design Institute of San Diego, Saddleback College, SCAD, University of Southern Mississippi, Randolph Community College, Virginia Commonwealth, Winthrop, and Forsyth Tech

The distinguished panel of judges was comprised of: Christi Spangle, Barbour Spangle Design; Kara Cox, Kara Cox Designs; Bri Verstat, Barbour Spangle Design; Gwen Emery, NCSU; Jessica Alpert, Gensler; June Anderson, ASID; Rose Dostal, RMD Designs, and Marilyn Russell, Forum Architecture.

Christi Spangle commented on Britnie Cowling's winning entry, "The renderings are beautiful reflecting sophistication and artistry." Bri Verstat noted that the design was, "Clean, crisp and well designed for the location setting chosen." June Anderson added that the "Space planning is very creative."



The winning entry was named Kodama and was submitted by Britnie Cowling from the Design Institute of San Diego.

Cowling's entry described the name *kodama* as being derived from Japanese forest spirits. In traditional folklore these small pebble-like creatures look after the trees and have been known to heal weary travelers. They are seen as a symbol of good luck and longevity. The logo picturing an old and gnarled tree represents an unhurried journey to healthfulness.

When asked to explain her inspiration, she added, "The design concept for The Kodama Healing Retreat began with my interest in Japanese folklore and mythology and the emphasis the contest program put on "green plants". A Japanese aesthetic seemed like the perfect fit for a space revolving around the healing properties of nature. *Shinrin Yoku* is based in a deep history of holistic practices in Japan.

Figures such as George Nakashima inspired me to create a space that acknowledged the parallels between the great journey humans, flora and fauna all embark on. The materials and finishes in the spa were meant to celebrate raw beauty, imperfections included. The finished design pays homage to the grace of the natural processes of life such as ageing and healing. Kodama Healing Retreat helps patients mend body and mind with all the unhurried decorum of an ancient forest."

The ceiling design in the yoga studio was derived from a phenomenon called "crown shyness" that happens when the canopies of trees avoid touching each other. This creates river-like spaces where the sky peaks through the forest canopy. In *kodama*, glowing orbs take the place of the sky.





Sheryl Wohl Chaffee, Interior Design Instructor at the Design Institute of San Diego, “Britnie’s awareness and sensitivity to programming and code requirements was evident throughout her design. Consideration of the patients who will use the healing center was obvious in many of the design decisions. Her space planning skills in combination with the execution of her concept was so thoughtful and artful throughout the space. She truly connected the outdoors with the interior design through careful lighting and ceiling design elements, furniture and finish selection as well as thoughtful placement of spaces. Incorporating green walls and plants throughout, as well as raw and natural finishes showed how her concept was carried through all aspects of the design. Her sustainable design knowledge and technical skills are evident in the quality of her presentation/project. Britnie is a knowledgeable, ambitious, and thoughtful design student. We are proud of Britnie’s achievement and thankful for

competitions like this that support talented, hardworking students and interior design education.”

The second-place winner was Kirsten Montalbano, from Virginia Tech. She receives a \$1,500 scholarship to be applied to continuing education.

### **THE BIENENSTOCK SCHOLARSHIPS**

Our founder, Sandy Bienenstock, advanced his long-standing desire to invest in the education and future of the furniture industry by establishing the Library and by initiating the Bienenstock Scholarships. The intention of these scholarships is to encourage and inspire the best and most creative minds and to help them to develop their talents. To that end, this is the fifth year we added a scholarship for interior design to our long-standing award in furniture design, creating two substantial national scholarships.

The annual Bienenstock Scholarship competitions are open to any junior, senior or graduate student enrolled in an accredited college program of furniture design or interior design. Since 1984, the Library has awarded more than \$450,000 in scholarships to students in hundreds of colleges and universities. Judging is blind—with no name or college shown with the submission. A distinguished panel of industry experts juried each competition.

The 2019 winners will be awarded their \$5,000 scholarships, along with respective one-year student membership in ASFD or ASID, during High Point Market in April. Second place winners each receive a \$1,500 scholarship and the colleges representing the first-place winners each receive \$1,000 towards their programs.

### **ABOUT BERNICE BIENENSTOCK FURNITURE LIBRARY**

The Bernice Bienenstock Furniture Library is a worldwide center for research, design, and collaboration. It holds the world’s largest collection of rare and significant books on the history and design of furniture, with more than 5,000 volumes.

The Library is located in High Point, NC and is open to members of the home furnishings industry, students and the general public. The Library was founded in 1970 with an endowment from *Furniture World Magazine* and the Bienenstock family. It is supported by a board of directors from nearly every facet of the home furnishings industry. It is devoted the advancement of knowledge about design, furniture, interiors, architecture, textiles, finishes, and constructions.

The Library’s rare book collection contains volumes published since 1543. A special climate-controlled room houses these rare volumes. It is a treasure trove of inspiration for anyone interested in home furnishings and interior design.

The Library’s facilities include the Vuncannon Seminar Room, the high-tech Hadley Court Center for Design Collaboration and the Pat Plaxico Sculpture Gardens. These areas are available for seminars, classes, events, meetings, design collaborations, networking and design retreats for a small honorarium.

The easiest way to stay up to date on the developments of the library is to “LIKE” its Facebook page at: <https://www.facebook.com/BienenstockFurnitureLibrary>.

## ABOUT ISFD

Founded in 1981, the ISFD (formerly known as the ASFD) is the only international non-profit professional organization dedicated to advancing, improving and supporting the profession of furniture design and its positive impact in the marketplace. Professional Members specialize in the design of both residential and contract furnishings and accessories. Membership includes both American and International professional designers, industry affiliates and associates, design schoolteachers and students. Corporate Members include suppliers of products and services to the industry and furniture manufacturing companies who wish to support the goals and objectives of the Society.



## ABOUT THE ASID

ASID is a community of people driven by a common love for design and committed to the belief that interior design, as a service to people, is a powerful, multi-faceted profession that can positively change people's lives. Through education, knowledge sharing, advocacy, community building and outreach, the Society strives to advance the interior design profession and, in the process, to demonstrate and celebrate the power of design to positively change people's lives. Its more than 30,000 members engage in a variety of professional programs and activities through a network of 48 chapters throughout the United States and Canada. Founded in 1975, the American Society of Interior Designers is the oldest, largest and leading professional organization for interior designers. The Society's membership also includes more than 10,500 students of interior design. <http://www.asid.org>

